

Asian/Pacific Islander
Quit Line Data Summary
January 1 - March 31, 2002

	<u>Asian/Pac. Is.</u>	<u>State</u>
Number of Calls to Quit Line	N = 29	N = 4,096
Percent of Statewide Calls	1.0%	100.0%
Percent of State Population¹	6.0%	100.0%

	<u>Asian/Pac. Is. %</u>	<u>State %</u>
Gender	N = 29	N = 3,737
Female	51.7%	61.7%
Male	48.3%	38.3%
Race/Ethnicity	N = 29	N = 3,032
Asian/Pacific Islander	100.0%	1.0%
Age	N = 29	N = 3,176
Less than 18 years old	0.0%	2.3%
18 - 24 years old	24.1%	16.2%
25 - 34 years old	27.6%	23.2%
35 - 44 years old	27.6%	27.0%
45 years and older	20.7%	31.4%
Education	N = 29	N = 3,209
Did not graduate high school	3.4%	19.8%
High school graduate	17.2%	33.3%
Some college/vocational school	62.1%	36.9%
College graduate	17.2%	10.0%
Caller Type	N = 28	N = 3,483
General Information	7.1%	10.6%
Health care provider	0.0%	3.4%
Tobacco user	92.9%	86.1%
Payer Type	N = 13	N = 2,167
Insured	53.8%	40.2%
Uninsured	38.5%	25.1%
Medicaid	7.7%	34.7%
Heard About	N = 25	N = 3,110
Past caller	16.0%	12.9%
Employer/worksites	4.0%	1.4%
Health care provider	16.0%	17.0%
Television	16.0%	23.9%
Outdoor advertisement (billboard/bus/wall)	4.0%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	8.0%	6.2%
Radio	0.0%	1.1%
Newspaper/Magazine	4.0%	1.7%
Brochure/Newsletter	12.0%	5.2%
Family or friend	16.0%	21.5%
Health Department	4.0%	3.0%
School	0.0%	0.9%